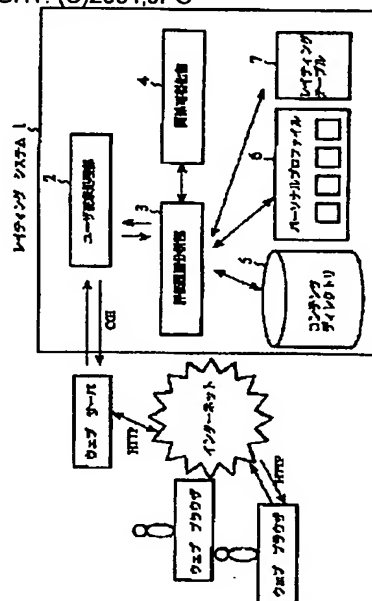


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**PROBLEM TO BE SOLVED:** To provide a rating system for collaboration information filtering with a high function that a user easily can use.

**SOLUTION:** The system has a function of reflecting the user's viewpoint of values, automatically specifying similar users from many aspects of view, and displaying the evaluation so that the user easily can see. According to a viewpoint that a request user specifies, the scoring history of the user as to an object item to be evaluated in a personal profile 6 is analyzed to calculate the similarity of the user, and according to the similarity, an item suitable for the request user is recommended. The viewpoint of the request user is specified with a viewpoint vector showing the evaluation object item that the request user regards as an important item and automatically extracted. On the basis of the similarity, users similar to the request user are automatically determined.



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